

# ALBERTA THEATRE PROJECTS

## JOB POSTING – SOCIAL MEDIA COORDINATOR

**Alberta Theatre Projects (ATP)** is in its 2022-23 Season of producing live, professional, contemporary theatre in Calgary.

At Alberta Theatre Projects, we create world-class contemporary theatre that blurs the line between the audience and the artist, by telling the most provocative and engaging stories of our time. By embracing the intimacy and unique audience configuration opportunities of the Martha Cohen Theatre, we offer an exciting new experience for our audience with each production.

### ABOUT THE POSITION

Reporting to the Marketing Manager, this is a dynamic position responsible for proactive engagement for Alberta Theatre Projects social media channels and for supporting all marketing initiatives.

This role works closely with counterparts across the organization to ensure that the Alberta Theatre Projects brand and products are reflective of a unified voice, and supports the education of our audiences on what to expect when they come to the theatre.

This is a new full-time, year-round, permanent role that will help take Alberta Theatre Projects to the next level in terms of brand awareness and community engagement.

### RESPONSIBILITIES

- In collaboration with the Marketing & Communications Coordinator, and the Marketing Manager, support all marketing initiatives
- Lead the creation and execution of a successful social media marketing strategy
- Produce reports on the results of campaigns and events
- Liaise with external vendors and partners to coordinate campaigns and events
- Create, source, monitor, schedule and report on content on owned social media channels to build Alberta Theatre Projects awareness of brand and products
- Develop and execute an organic social media calendar tied to each show and the general brand
- Source user generated content that aligns with Alberta Theatre Projects
- Actively monitor channels to manage community engagement, respond to DMs and comments, and flag negative posts
- Provide support to the marketing team in preparation and execution of marketing campaigns and activities, including graphic design and copy, for brochures, posters, signage, emails, invitations, playbills, videography, photography, website management, and more
- Build the influencer support network, including VIP hosting experiences
- Actively participate in meetings to provide updates and collaborate on new opportunities
- Collaborate with other departments to post content and support for other Alberta Theatre Projects initiatives, including but not limited to Youth Engagement, Sponsor Events, Donor Appreciation, and fund raising campaigns
- Other duties as assigned

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### JOB REQUIREMENTS

- Post-secondary education in marketing, communications, or similar.
- At least 2 years' experience in a similar role, ideally supporting ticketed experiences in arts and culture
- Excellent verbal and written communication and interpersonal skills
- Proven organizational and time management abilities
- Strategic thinking skills and an ability to work in a fast-paced, dynamic environment
- Budget management experience
- Strong self-motivational skills and an ability to work unsupervised
- A passion for and knowledge of theatre, arts, and culture
- Attention to detail and outside-the-box thinking
- Proficiency and experience with popular networks (Facebook, Twitter, Instagram, LinkedIn, YouTube, TikTok)
- Proficiency with MS Office Suite and experience with Adobe Photoshop, InDesign, and Illustrator
- Understanding of social media publishing standards, including strategies for paid and organic content
- Solid understanding of CASL, privacy, and other communication legislations
- Project management experience working on multiple projects simultaneously
- Willingness to work across departments and develop strong relationships with stakeholders

This position requires a flexible work schedule due to operational needs of Alberta Theatre Projects and events taking place in the Martha Cohen Theatre, including frequent evening, weekend, and holiday work.

### WHAT WE CAN OFFER

This role is part of the administrative staff group and receives benefits as set out by staff policies. Annual salary range for this role is \$40,000-\$50,000. Alberta Theatre Projects is dedicated to becoming an employer of choice and providing a welcoming team environment.

### COVID-19 VACCINATION & MASK MANDATE

Alberta Theatre Projects is extremely conscious of the health and safety of our workforce and audiences. As a condition of employment, all Alberta Theatre Projects' employees must be fully vaccinated against COVID-19 using a Health Canada approved vaccination dosage before joining the organization. Employees must provide proof of their vaccination status to our human resources department. We also currently have a mask mandate in place for all employees in our office, building and venue.

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### DIVERSITY, EQUITY, AND INCLUSION

Our commitment to DE&I is woven into our belief that our organization is strongest when we embrace our communities' lived experiences, regardless of what we look like, where we come from, or whom we love. That means building a more equitable, inclusive workplace and promoting daily actions that reinforce our DE&I commitment to the audiences we serve.

### APPLICATION PROCESS

Please email a letter of interest and resume in confidence to Claudina Morgado, General Manager, at [cmorgado@atplive.com](mailto:cmorgado@atplive.com) by November 18, 2022. Resumes will be reviewed as they are received.

Alberta Theatre Projects is committed to reflecting the diversity of our community. We believe in equality and inclusion and strongly encourage submissions from all qualified individuals regardless of gender, age, race, sexual orientation, and physical ability. We also encourage you to self-identify as you are comfortable in your application. If you require any accommodations during the recruitment process, please let us know in the application process.

Thank you to all applicants. Only those selected for interviews will be contacted. No phone calls, please. For more information about Alberta Theatre Projects please visit our website: [albertatheatreprojects.com](http://albertatheatreprojects.com).